

What is claimed is:

1. A mark transfer tool for transferring a transfer mark on a mark transfer tape onto a sheet of paper or the like, comprising:

a hand-held case to be handled by one hand,

a pay-out reel of mark transfer tape rotatably installed in the case,

a winding reel for collecting the used mark transfer tape rotatably installed in the case, and

a transfer head for pressing and transferring the mark transfer tape paid out from the pay-out reel onto the transfer area, being disposed in the leading end portion of the case,

wherein the mark transfer tape has a peelable transfer mark layer of multiple pressure-sensitive adhesive transfer marks adhesively held on the surface side of a base tape,

this transfer mark layer is formed by integrally laminating at least a pressure-sensitive adhesive layer of pressure-sensitive adhesive material, and a mark array layer of multiple marks consecutively arranged at specific intervals in the running direction of the base tape,

the adhesive force PA of the pressure-sensitive adhesive layer on the transfer area, the rupture strength PB of the transfer mark layer, the adhesive force PC of the transfer mark layer and base tape, and the adhesive force PD of the pressure-sensitive adhesive layer and base tape are set in the

relation of  $PA \geq PB \geq PC \geq PD$ , and

the elongation rate of the transfer mark layer is set in a visual deformation allowable range of the transfer mark at the time of pressing and transferring of the transfer mark layer by the transfer head.

2. The mark transfer tool of claim 1,

wherein at least two cutting lines are provided at a specified interval between transfer marks of the transfer mark layer, and

these cutting lines are linearly extended and formed in the overall width of the transfer mark layer.

3. The mark transfer tool of claim 1,

wherein multiple cutting lines are provided at a specified interval in the overall length of the transfer mark layer, in the transfer mark layer, and

these cutting lines are linearly extended and formed in the overall width of the transfer mark layer.

4. The mark transfer tool of claim 2 or 3, wherein the disposing interval of the cutting lines is set larger than the pressing width of the leading end pressing part of the transfer head.

5. The mark transfer tool of claim 1, wherein the transfer mark is composed of various indication marks only.

6. The mark transfer tool of claim 1, wherein the transfer mark is composed of various indication marks and overwriting

spaces.

7. The mark transfer tool of claim 6, wherein at least the surface forming portion of the overwriting spaces in the transfer mark is made of a material for writing on by a writing tool.

8. The mark transfer tool of claim 6, wherein the overwriting space in the transfer mark is formed as a writing window penetrating through the face and back sides of the transfer mark.

9. The mark transfer tool of claim 1, wherein the transfer mark is an aromatic mark having an aromatic effect.

10. The mark transfer tool of claim 1, wherein the transfer mark is an antibacterial mark having an antibacterial effect.

11. The mark transfer tool of claim 1, wherein the transfer head is an elastic head elastically deformable in a pressing direction of the mark transfer tape.

12. The mark transfer tool of claim 11, wherein the transfer head is a pointed head having a linear leading end pressing part for pressing the mark transfer tape on the transfer area.

13. The mark transfer tool of claim 11, wherein the transfer head is a wire head having a linear leading end pressing part for pressing the mark transfer tape on the transfer area.

14. The mark transfer tool of claim 13, wherein a pressing cylindrical member is fitted to the linear leading end pressing

part of the wire head.

15. The mark transfer tool of claim 1, wherein the transfer head is a rotary head capable of rotating about its axial line.

16. The mark transfer tool of claim 1, wherein the transfer head is a fixed head not rotating about its axial line.

17. The mark transfer tool of claim 16, wherein the transfer head is one of lateral pulling use type of which leading end pressing part is at an angular position for pressing the mark transfer tape in a state parallel to the gripping surface of the case.

18. The mark transfer tool of claim 16, wherein the transfer head is one of vertical pulling use type of which leading end pressing part is at an angular position for pressing the mark transfer tape in a state orthogonal to the gripping surface of the case.

19. The mark transfer tool of claim 1, wherein a tape cartridge comprising at least the pay-out reel and the winding reel is one of refill type detachably disposed in the case and incorporating an exchangeable mark transfer tape.

20. The mark transfer tool of claim 1, wherein the pay-out reel and the winding reel are installed in the case, and the transfer head is provided at the leading end of the case to form as a disposable type.

21. A mark transfer tape provided and used in a mark transfer tool for transferring a transfer mark on a sheet of

paper or the like,

wherein a transfer mark layer of multiple pressure-sensitive adhesive transfer marks is peelably adhered and held on the surface side of a base tape,

the transfer mark layer is formed by integrally laminating at least a pressure-sensitive adhesive layer made of pressure-sensitive adhesive material, and a mark array layer made of multiple marks consecutively arranged at specific intervals in the running direction of the base tape,

the adhesive force PA of the pressure-sensitive adhesive layer on the transfer area, the rupture strength PB of the transfer mark layer, the adhesive force PC of the transfer mark layer and base tape, and the adhesive force PD of the pressure-sensitive adhesive layer and base tape are set in the relation of  $PA \geq PB \geq PC \geq PD$ , and

the elongation rate of the transfer mark layer is set in a visual deformation allowable range of the transfer mark at the time of pressing and transferring of the transfer mark layer by the transfer head.

22. The mark transfer tape of claim 21,

wherein rubber-like resin and glass-like resin are contained as constituent materials for determining the elongation rate of the transfer mark layer, and

the elongation rate of this transfer mark layer is set at a specified value within the visual deformation allowable range

by adjusting the blending rates of the rubber-like and glass-like resins.

23. The mark transfer tape of claim 21,  
wherein the transfer mark layer is formed by integrally laminating the pressure-sensitive adhesive layer of transparent material and the mark array layer, and  
this transfer mark layer is peelably and separably adhered and held on a parting treated surface of the base tape by way of the pressure-sensitive adhesive layer.

24. The mark transfer tape of claim 21,  
wherein the transfer mark layer is formed by integrally laminating the mark array layer and pressure-sensitive adhesive layer, and

this transfer mark layer is peelably and separably adhered and held on a parting treated surface of the base tape by way of the pressure-sensitive adhesive layer.

25. The mark transfer tape of claim 21,  
wherein the transfer mark layer is formed by integrally laminating the mark array layer and pressure-sensitive adhesive layer, and

this transfer mark layer is peelably and separably adhered and held on an adhesive treated surface of the base tape by way of the mark array layer.

26. The mark transfer tape of claim 21,  
wherein the transfer mark layer is formed by integrally

laminating a pressure-sensitive adhesive layer of a pressure-sensitive adhesive transparent material, a mark array layer of multiple marks consecutively arranged at specified intervals in the running direction of a base tape, and a surface forming layer forming a surface portion, and

the mark array layer has its elongation rate set larger than the elongation rate of the surface forming layer, and its rupture strength set smaller than the rupture strength of the surface forming layer.

27. The mark transfer tape of claim 26,

wherein the transfer mark layer is formed by integrally laminating sequentially the surface forming layer of adhesive transparent material, mark array layer, and pressure-sensitive adhesive layer, and

this transfer mark layer is peelably and separably adhered and held on a parting treated surface of the base tape by way of the surface forming layer.

28. The mark transfer tape of claim 26,

wherein the transfer mark layer is formed by integrally laminating sequentially the surface forming layer of adhesive transparent material, pressure-sensitive adhesive layer of transparent material, and mark array layer, and

this transfer mark layer is peelably and separably adhered and held on a parting treated surface of the base tape by way of the surface forming layer.

29. The mark transfer tape of claim 26,  
wherein the transfer mark layer is formed by integrally laminating sequentially the mark array layer, surface forming layer, and pressure-sensitive adhesive layer, and  
this transfer mark layer is peelably and separably adhered and held on a parting treated surface of the base tape by way of the mark array layer.

30. The mark transfer tape of claim 21,  
wherein at least two cutting lines are provided at a specified interval between transfer marks of the transfer mark layer, and

these cutting lines are linearly extended and formed in the overall width of the transfer mark layer.

31. The mark transfer tape of claim 21,  
wherein multiple cutting lines are provided in the transfer mark layer at a specified interval in the overall length of the transfer mark layer, and

these cutting lines are linearly extended and formed in the overall width of the transfer mark layer.

32. The mark transfer tape of claim 30 or 31, wherein the disposing interval of the cutting lines is set larger than the pressing width of the leading end pressing portion of the transfer head for pressing and transferring the transfer head.

33. The mark transfer tape of claim 21, wherein the transfer mark is composed of various indication marks only.



34. The mark transfer tape of claim 21, wherein the transfer mark is composed of various indication marks and overwriting spaces.

35. The mark transfer tape of claim 34, wherein the surface forming portion of the overwriting spaces in the transfer mark is made of a material for writing on by a writing tool.

36. The mark transfer tape of claim 34, wherein the overwriting space in the transfer mark is formed as a writing window penetrating through the face and back sides of the transfer mark.

37. The mark transfer tape of claim 21, wherein the transfer mark contains an aromatic component to be presented as an aromatic mark having an aromatic effect.

38. The mark transfer tape of claim 21, wherein the transfer mark contains an antibacterial component to be presented as an antibacterial mark having an antibacterial effect.